

The Apple Maps Curse



No matter who we are, we all love to have the secured feeling of knowing exactly how to get to our destination of choice. Since the inception of the iPhone, Apple Maps has been one of the most valuable tools in aiding travelers in reaching their destinations quickly, and safely and more importantly in a hassle free way. This iOS map application is one reason the iPhone has become the most sold [smartphone](#) in the entire world, and according to statistics, every country on the globe has at least 50 iPhone users.

September 2012 was one of the most highly anticipated months of the year as millions of Apple enthusiasts and iPhone lovers eagerly awaited the release of the latest version of the smartphone, the [iPhone 5](#). The media had a ball and owners of the new device couldn't contain their joy as they showed off their new and improved pocket emptying gadget. Many had been saving their hard earned cash ever since makers Apple announced it was going into production, while others took out brand new credit cards just to make sure the smartphone was theirs.

Then It Began

What slipped many of us was, before Apple released the device, they announced that the company would no longer be using Google as the engine of their maps and the new iPhone iOS maps would be 100% Apple, in other words, Apple will now be sole responsible for directing its users to their destinations. For

displeased Apple Map users, the statement now keeps playing over and over in their heads as they keep getting lost. For the first time since its reign, the mega tech company has been bamboozled and the curse is now in full effect.

When the first rumors started circulating that the iOS map was sending people to the wrong locations, Apple tried to play it off as a minor glitch of some sort, as though it would pass after a simple update or patch, but no, it continued and gets worse. The iPhone's major competitors and the media latched on to it and ran as fast as they could. Every major media house did their own experiment with the maps and found that the rumors were not exactly rumors after all, still through all this the new iPhone 5 was still leaving shelves as expected.

Examples

Stories started coming out more and more of how dangerous the iPhone maps are and problems it caused with motorists and pedestrians alike. The [Times](#) reported the Apple Maps labeled a Publix supermarket in Jacksonville Florida as the Riverside Hospital, which it was in 2002. So now imagine having an emergency and using your iPhone 5 map to rush to the Riverside Hospital in an attempt to save a life or a limb (consider the patient dead or amputated). There are also reports where the map shows bridges being detached from roads, like this report by Times where in reality the Bourne Bridge connects Massachusetts mainland to Cape Cod, but the Apple map shows the bridge taking a different path from the road leaving each structure to appear to be hanging on its own. No matter the country, the map still went crazy, like in this depiction where the map does not have Jerusalem as the capital of Israel or even a part of the world. More recently in Australia there have been reports that the map leads travelers into dangerous parts of the outback as far as 40 miles from their desired destination. Australian police said they have had an increase in [Apple](#) map caused rescues and they encourage iPhone 5 users not to use the map until the problem is rectified as the app is potentially dangerous.

Can the Curse Be Cured?

What has Apple done to deserve such an unfortunate reaction, did its main rival Google put a hex on Apple for dropping them from their maps, is it Steve Jobs doing, are they really underpaying their low level staff after all or is the strength and power of mega company simply being tested? Much has happened within the board room as Apple CEO Tim Cook apologized for Maps and senior executive Scott Forstall who oversaw the their [mobile software](#) unit was reported to have been forced to resign for not apologizing for the maps uh! I smell a bit of kayos behind the walls. Well as far as the curse goes it's the consumers who should be really afraid of what the curse of the map can do to them.

Will we see the sale of iPhone 5 fall because of this, will Apple be forced to go to Google for help, will the tech giants find a solution soon or will they be forced to seek help from higher powers? Time will tell.

Source: [CNN](#) , [New York Times](#).